

FIGURE 1

Creates original visual, or audio content, art, pictures, multimedia, HTML, website, cartoons, interactive video games ,video, DVD, movie, TV, printed matter, book, or magazine.

Brand Licensor: (Content Provider 1):
Creates original visual, or audio content, art, pictures, multimedia, HTML, website, cartoons, interactive video games ,video, DVD, movie, TV, printed matter, book, or magazine.

Licensee (Supplier, Manufacturer, Distributors 9):
Uses trademarks, logos, images, depictions, and art, under license agreement with Brand Licensor applied on merchandise, or service offering, that it manufactures, or distributes to Retailers

Retailer 5:
Leverages store or other location, investment in branded merchandise, service offering or loyalty program to offer access to content provided on a multimedia terminal.

Advertising is provided on the multimedia terminal to generate revenue, entice the consumer to make retail purchases, utilize the devise, subscribe to service offering, and participate in loyalty program.

Content is provided on the multimedia vending devise, in the form of original visual, or audio material, art, pictures, multimedia, HTML, website, cartoons, video, DVD, movie, or TV.

Consumer
Consumer participates in, purchases made at the retail location, the service offering, or the loyalty program. Value is perceived in the content offered on the multimedia vending device.

Card
Magnetic striped card, smart card, or pin number access, to content provided on multimedia vending device. identifies user, and accounts for access to content.

Brand Licensor receives remuneration for consumers' access to content which is determined by level of card, or pin number use.

ROI
**New
Media
(enabled)**

Fig 2

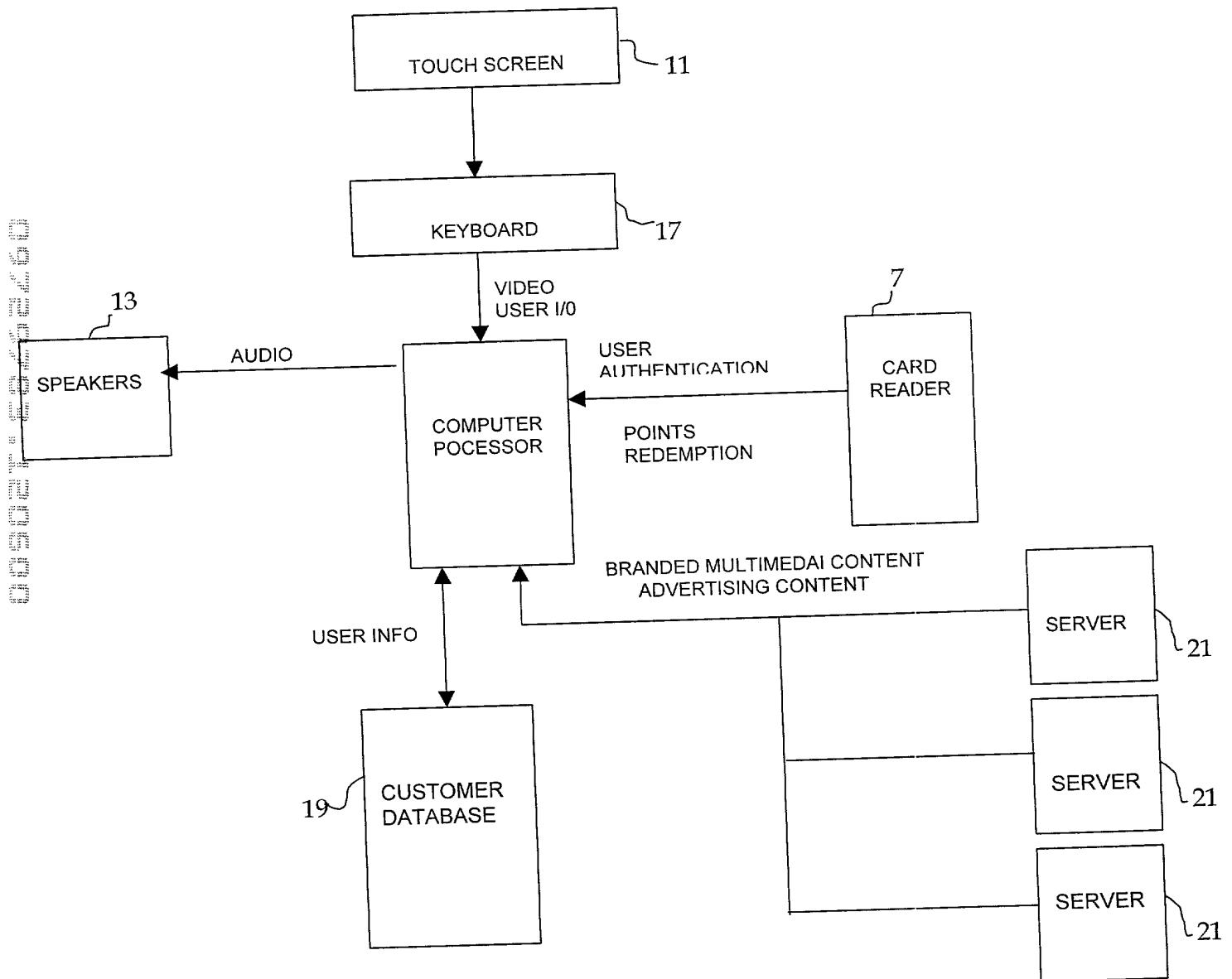


FIGURE 3

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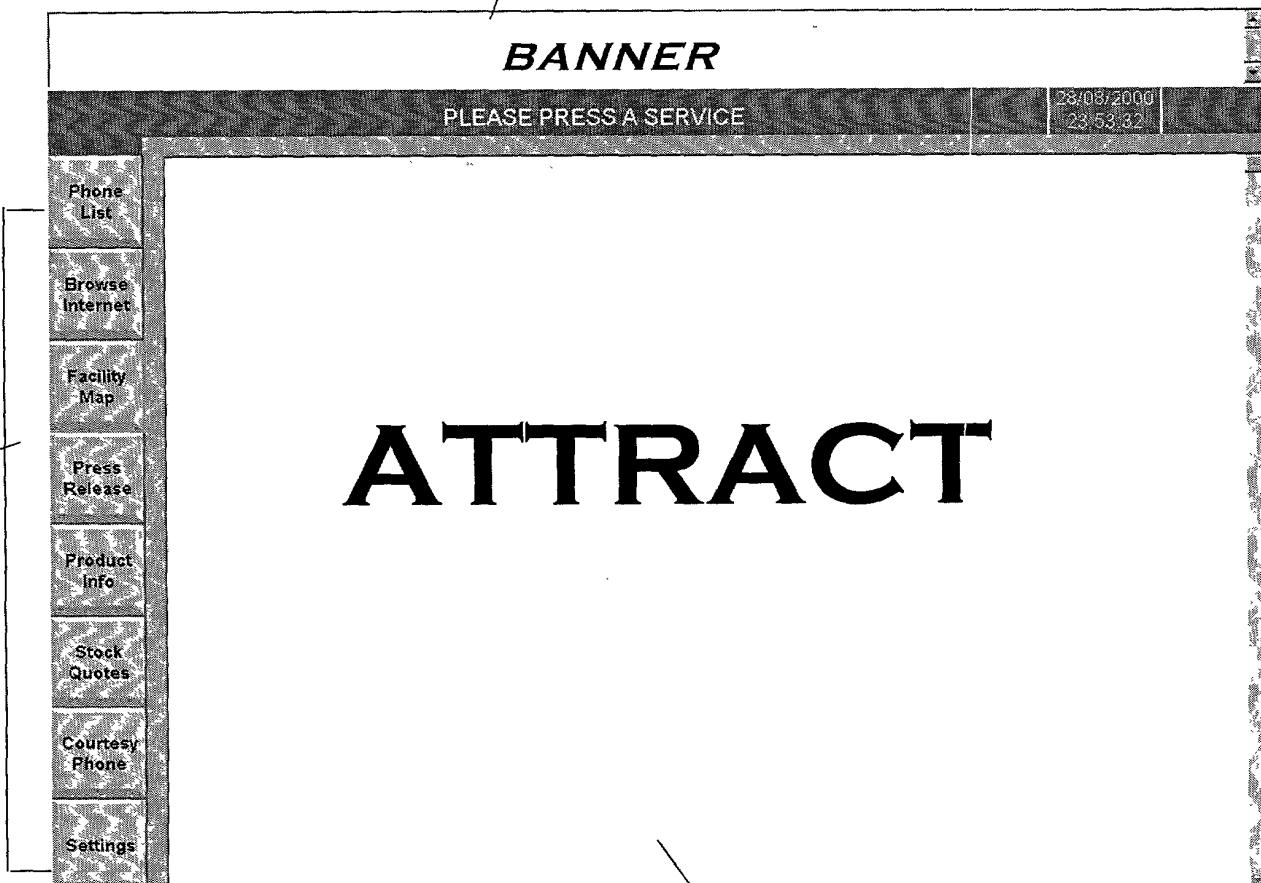


Figure 4